

Atty. Docket No. 696.001

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A computer-implemented method for dynamically determining an optimal price to be charged for a product on an Internet website operated by an Internet merchant, said method comprising the steps of:

(a) receiving configuration data from the Internet merchant;

~~(b) randomly sampling visitors to the Internet website according to the configuration data to create a model that is able to reflect real-time market sensitivities;~~ running experiments on randomly chosen visitors according to the configuration data to create a model that reflects real-time market sensitivities concerning the product;

(c) determining ~~an~~ the optimal price for the product using the model acquired in step (b) by electronic manipulation using a processor; and

determining the optimal price for the product or service under experimentation?

(d) displaying the optimal price to the Internet merchant.

2. (Original) The method of claim 1, wherein said configuration data includes sampling parameters.

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3. **(Original)** The method of claim 1, wherein said configuration data includes potential prices that are offered to the sampled population in step (b).
4. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.
5. **(Original)** The method of claim 1, wherein said configuration data includes data for segmenting the population into clusters.
6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal price.
7. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.
8. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.
9. **(Original)** The method of claim 1, wherein an optimal price is determined for each group.
10. **(Original)** The method of claim 9, additionally comprising updating the website such that a visitor is offered the optimal price determined in step (c) according to the visitor's group.
11. **(Original)** The method of claim 9, wherein groups are determined based upon prior purchasing behavior.

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12. **(Original)** The method of claim 9, wherein groups are determined based upon demographic characteristics.

13. **(Original)** The method of claim 1, wherein step (c) comprises determining a price that optimizes profit.

14. **(Previously Presented)** The method of claim 1, additionally comprising:

(e) automatically updating the website to use the optimal price determined in step (c).

15. **(Previously Presented)** The method of claim 1, additionally comprising:

(e) automatically updating the website to use the optimal price determined in step (c) if the optimal price meets a minimum threshold.

16. **(Original)** The method of claim 15, wherein the minimum threshold is that the optimal price determined in step (c) is a predetermined percentage better than a currently offered price for the product.